

eMAXX BOND HOLDERS DATA FEED

MARKET INTELLIGENCE FOR FIXED INCOME

eMAXX Bond Holders is a data feed containing all Thomson Reuters holdings data. The eMAXX Bond Holders Data Feed can be tailored to your needs by enabling you to import the holdings data into proprietary systems as well as any third party applications that can consume ASCII data.

The world's most comprehensive and accurate information on institutional investors of all sizes and types are just a few clicks away.

Select firms, portfolios, and investment contacts by multiple criteria including an asset size, location, firm type, job function, and bond characteristics such as a CUSIP/ISIN code, coupon, maturity, credit sector, collateral and ratings.

The ASCII feed of eMAXX data is going to provide you with fixed income holdings and profile data that can be incorporated into your in-house applications.

- View holdings of institutional fixed income investors in dozens of countries throughout North America, Europe and Asia
- View holdings of over 7,000 buy-side firms with more than \$22.3 trillion in assets under management among U.S. and European insurance companies, pension funds, as well as U.S., Canadian and European mutual funds
- View holdings of nearly 19,000 insurance companies, mutual funds and pension funds
- Over \$USD 7 trillion in total fixed income par amount
- Coverage of over 50,000 fixed income issuers
- Coverage of over 500,000 individual fixed income securities
- More than 1.8 million positions of securities

EASE OF DELIVERY

- Data is updated and delivered on a weekly basis to an FTP site for the Client's collection
- File layouts and sample files are available

BUSINESS BENEFITS

eMAXX Bond Holders provides many ways to enhance productivity, increase profits and quickly improve a firm's competitive position.

With eMAXX Bond Holders:

- **Institutional Salespeople** can increase production by locating new prospects and improving their knowledge and penetration of existing clients. They can differentiate themselves to clients by making more intelligent and appropriate sales calls
- **Institutional Sales Managers** can boost revenue by sizing territories, identifying untapped account opportunities, and analyzing production
- **Bond Traders** can increase trading volume, identify trading opportunities and increase the efficiency and results of trade ideas sent to the sales force by utilizing the eMAXX Bond Holders Match axe routing technology
- **Liability Management** teams can source holders of particular bonds or all those of a given issuer to execute bond buy-backs, tender exchanges, consent solicitations and other transactions
- **Syndication Desks** can identify and target investors for new issue distribution and track secondary market activity in bonds for which they acted as Lead or Co-lead Manager
- **Debt Capital Markets** teams can ensure the success of deals by researching who is over/under weight bonds of a target issuer vis-à-vis the rest of the sector or class
- Others can accurately determine who does what on the fixed income buy-side



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MARKET SECTOR	COUNTRY INFO	FREQUENCY	OUTPUT FILE	DELIVERED
<ul style="list-style-type: none"> Asset Backed Corporate Government Mortgage Non-Domestic All Local Muni Only U.S. Tax Exempt 	<ul style="list-style-type: none"> North America Europe All 	<ul style="list-style-type: none"> Weekly Monthly Quarterly One-Time Only Historical Data* 	<ul style="list-style-type: none"> Fixed Comma Tab Space Pip DBF 	<ul style="list-style-type: none"> Raw Files TXT Zipped Files TGZ Files

*Historical Data is available for all asset classes dating back to and including 1998.

THE eMAXX BOND HOLDERS DIFFERENCE

Key Profile Data Elements

- Detailed asset breakdown
- Portfolios under management
- Investment decision-makers
- Contact details including e-mail addresses and direct-dial phone numbers

Key Bond Holdings Data Elements

- Par amount and net change
- US Insurance Company transaction activity
- Issuer name or ticker
- Range or structure
- Credit sector
- Instrument or collateral type
- Currency or issuer location
- Ratings
- Private placement type

Coverage

Investors located in North America, Europe and Asia in the following market sectors.

Markets

- ABS – incl. CDO and Covered Bonds
- Corporate – HY and Inv Grade
- Government – Sovereign and Govt. Agency
- MBS – Agency and Private Label Pass-through, CMO, CMBS and RMBS
- Regional/Municipal – U.S. Muni and International Cities, States and Provinces
- Private Placement – 144A and Non-144A
- Emerging Markets

DATA HIGHLIGHTS

- Profile information on over 7,000 buy-side firms representing \$22.3 trillion under management
- Holdings for U.S. and some European insurance companies, US mutual funds and top public pension funds and European, Canadian and Asian mutual funds
- Coverage of more than 50,000 fixed income issuers, over 500,000 bonds and 1.8 million individual positions
- Over \$7 trillion in total fixed income par held in more than 19,000 funds, each linked to the firms and investment professionals

If you are interested in ordering the eMAXX Bond Holders Data Feed, please contact eMAXX sales at eMAXXSales@thomsonreuters.com or contact your **Thomson Reuters Account Manager**

Visit financial.thomsonreuters.com

For more information, contact your representative or visit us online.

